

Brand Guidelines

1. Brand Logo Guidelines

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1.1.1
MASTER LOGO
PRIMARY VERSION

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 **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**

LOGO



U MARK

INCOME WORDMARK

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1.1.2
MASTER LOGO
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).



To use this version for 1 spot colour printing on white background



To use this version against orange background



To use this version on black and dark background



To use this version for black and white print

Income 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**

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1.1.3
MASTER LOGO
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 or text elements.

The minimum clear space for the Income master logo without tagline is defined by the width of the letter “me” in the wordmark.



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1.1.4 **MASTER LOGO** MINIMUM SIZE

The minimum size for our master logo is 65px 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.



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1.2.1
TAB LOGO
PRIMARY VERSION

Tab Logo

This is the tab logo which is made up of three elements: the U mark, the Income wordmark and the 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.

Income colour

	PANTONE	CMYK	RGB	HEX
	1505C	**0, 70, 90, 0**	**255,118, 0**	**#FF7600**

Primary Version





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1.2.2
TAB LOGO
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 **424C**	CMYK **0, 0, 0, 70**	RGB **108, 111, 112**	HEX **#6C6F70**
	PANTONE **BLACK**	CMYK **0, 0, 0, 100**	RGB **0, 0, 0**	HEX **#000000**

Full colour with white tab



Monotone: orange with white tab



Monotone: black with white tab



Monotone: white and orange with black tab



Monotone: orange with black tab



Monotone: white with black tab



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1.2.3
TAB LOGO
CLEAR SPACE

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



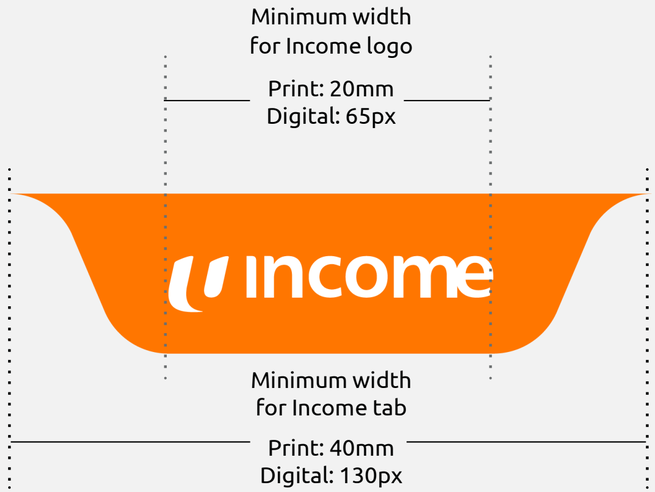
Clear space for text

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1.2.4
TAB LOGO
MINIMUM SIZE

The minimum size for our tab logo is 130px in width for digital applications and 40mm in width for print applications.

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



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1.2.5
TAB LOGO
USAGE ALLOWED

To ensure brand integrity, it is important to always use the tab 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.



Orange Income tab on white background.



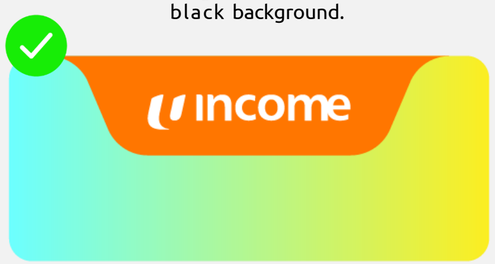
Orange Income tab on black background.



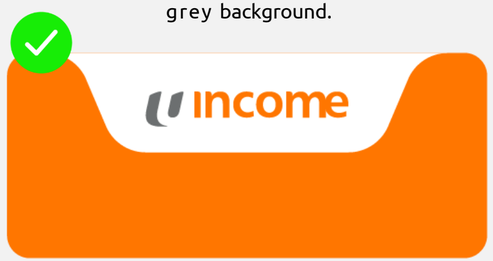
Orange Income tab on grey background.



Orange Income tab on image background. The orange tab needs to stand out against the image.



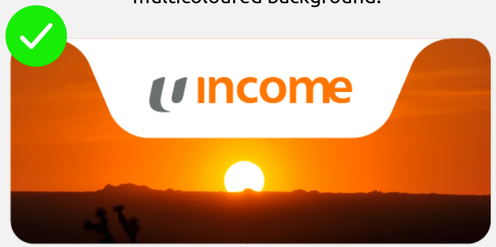
Orange Income tab on multicoloured background.



White Income tab on orange background.



White tab on orange gradient background.



White tab on warm tone image background.



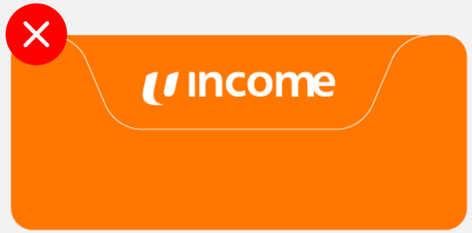
White tab on grey/ black background. Only for black and white print.

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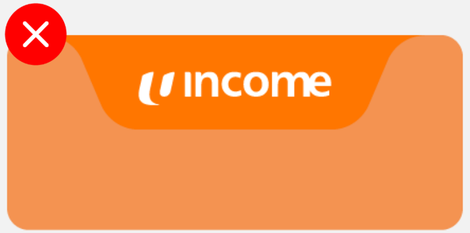
1.2.6
TAB LOGO
USAGE NOT ALLOWED

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 presence and visibility.



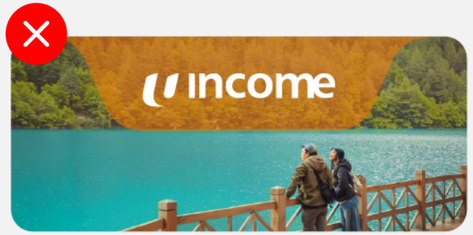
Orange Income tab on orange background.



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



Do not enlarge or modify the Income logo in the tab.



Do not reduce the opacity of the logo tab.



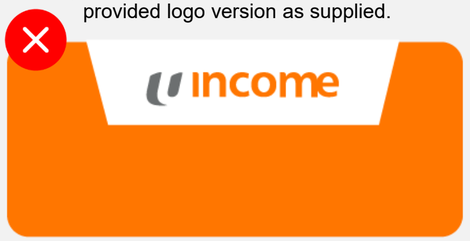
Do not shrink, enlarge, or adjust any elements independently within the logo. Please use the provided logo version as supplied.



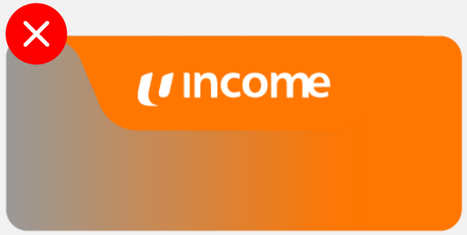
Do not change the colour of the U mark.



Do not modify or remove any elements of the logo tab.



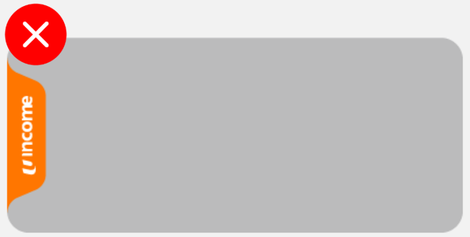
Do not change the shape of the logo tab



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



Do not put harsh shadow underneath the logo tab



Do not change position or rotate the logo tab.



Do not add copy or additional graphic inside the logo tab.

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2. Ellipsis and Tagline

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for every story

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Every life is a story.

A story shaped by hopes, choices, dreams,
and the people we love.

No two stories are the same.
Some follow the path we imagined.
Others take unexpected turns.

Some are just beginning.
Others are finding the courage to begin again.

Yet every story will face moments that test it.
Moments that can change everything.



That is where Income Insurance comes in.

For more than five decades, we have stood beside
Singaporeans through life's uncertainties.
Helping them protect what matters most.

We believe protection should not be reserved for a few.
It should be accessible.
It should be affordable.

Because when people are protected,
they can move forward with confidence.
They can recover. Rebuild. Dream again.

For the stories still unfolding...
For those being rewritten...
And for all the chapters yet to come ...

Income Insurance. For Every Story.

for every story

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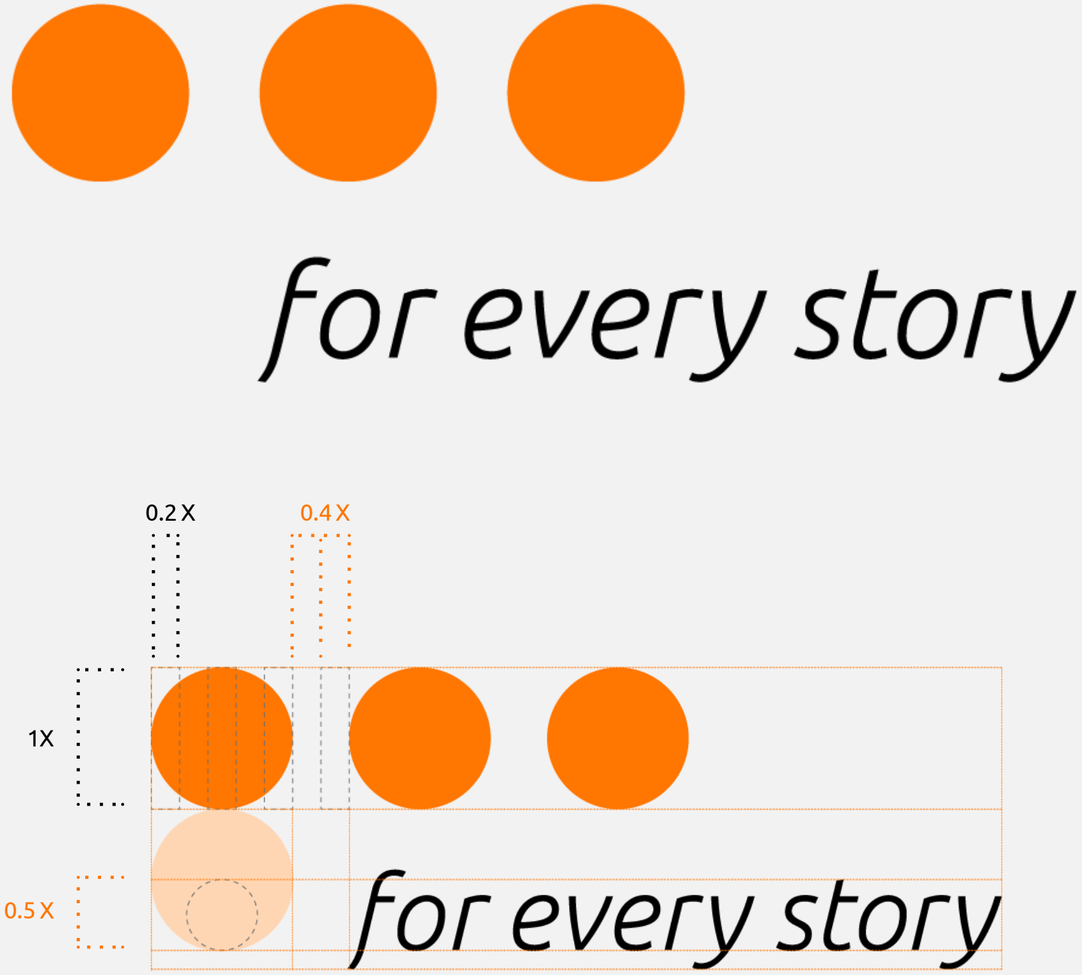
2.2.1
ELLIPSIS AND TAGLINE
MASTER VERSION

For Every Story reflects the brand ethos of Income.

The ellipsis is a visual device that accompanies the tagline.

They should always appear together.

An exception will be when the tagline appears with the Income logo, without the tab and ellipsis.



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2.2.2 ELLIPSIS AND TAGLINE SIZE

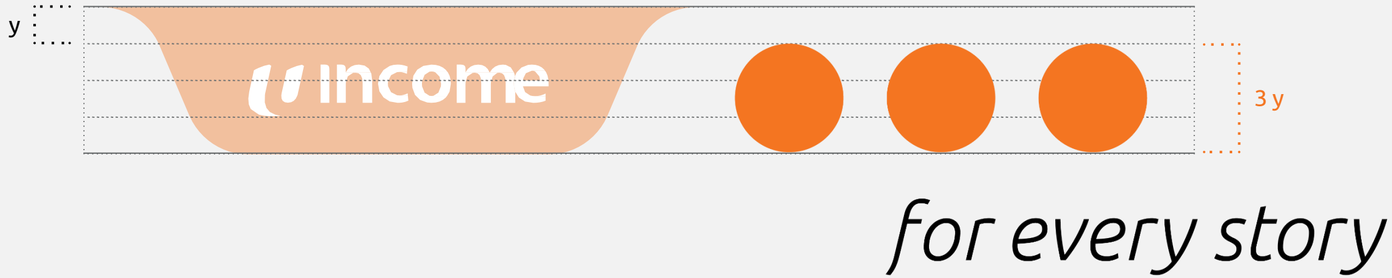
When the tagline appears with the Income tab, the ellipsis should not be overpowering, but it should also still retain prominence.

For brand, corporate campaign and film, we recommend that the size of the ellipsis be ¾ (75%) of the Income tab height.

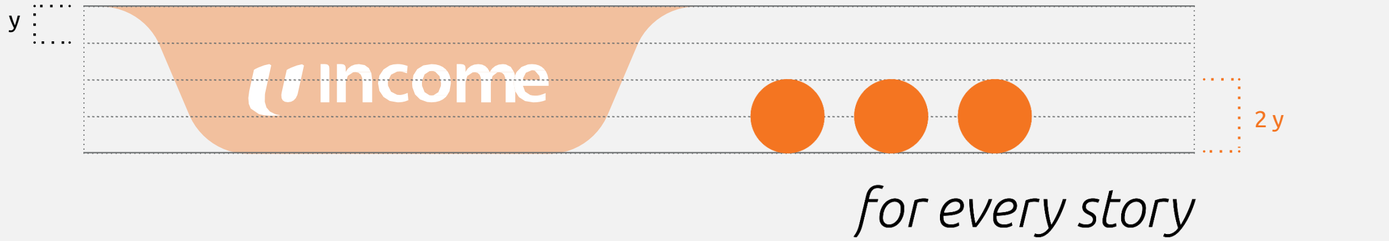
For product campaign, digital banner and space-restricted media, we recommend that the size of the ellipsis be ½ (50%) of the Income tab height.

When the **ellipsis and tagline** used for brand or corporate campaigns are difficult to adapt due to space constraints, they may be reduced to **½ (50%) of the Income Tab height**.

For brand, corporate campaign and film



For product campaign, digital banner and space-restricted media



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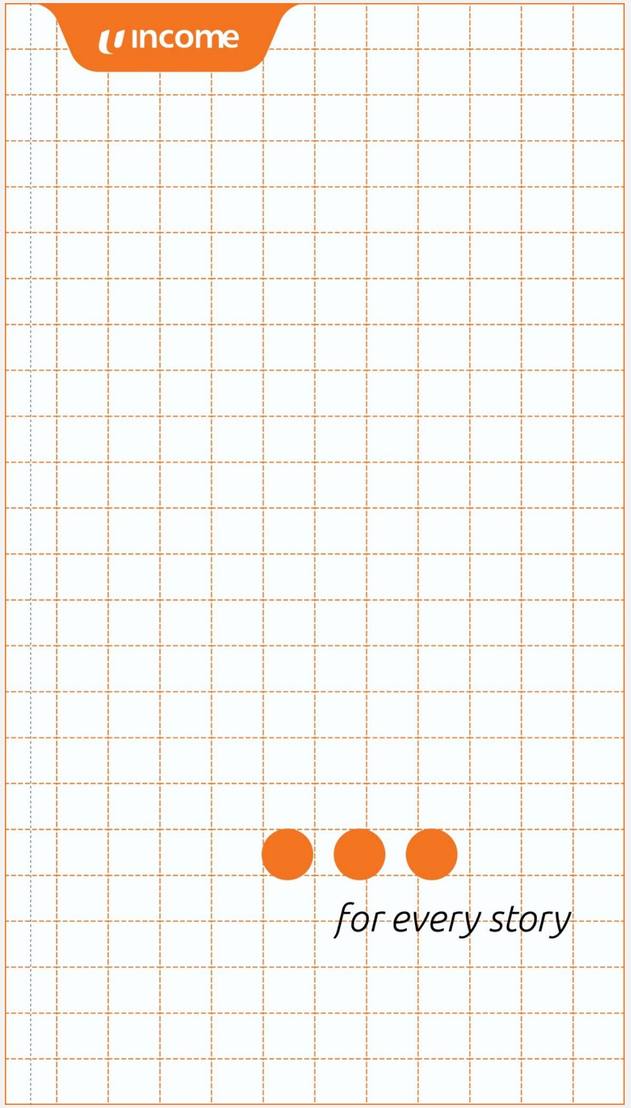
2.2.3
ELLIPSIS AND TAGLINE
USAGE - PORTRAIT

This is a portrait layout overview for brand and product communications.

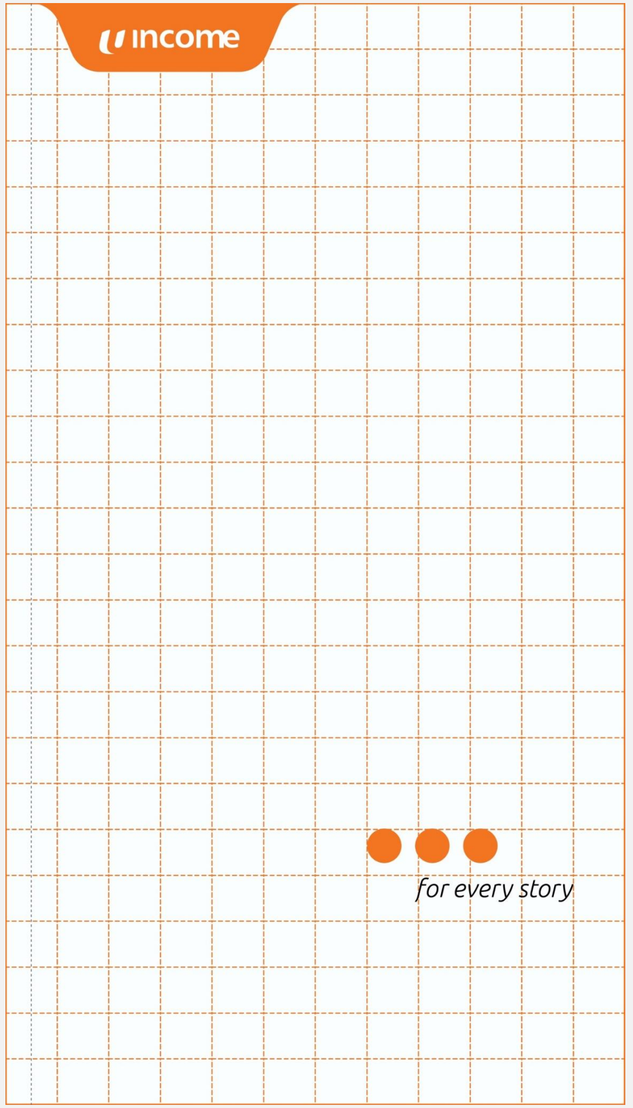
For brand and corporate communications, we recommend that the size of the ellipsis be ¾ (75%) of the Income tab height.

For product campaign, digital banner and space-restricted media, we recommend that the size of the ellipsis be ½ (50%) of the Income tab height.

Brand and corporate



Product, digital banner and space-restricted media



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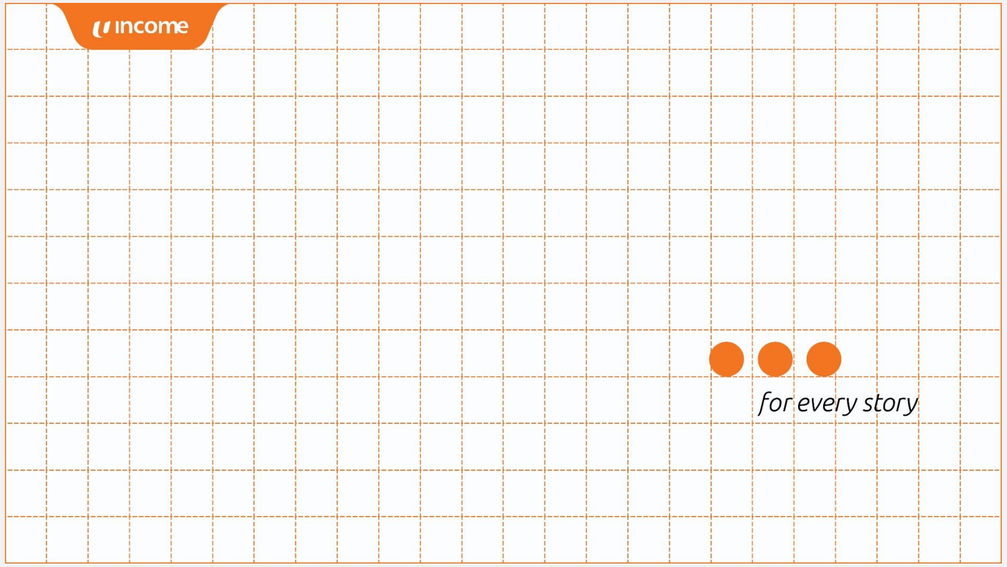
2.2.4
ELLIPSIS AND TAGLINE
USAGE - LANDSCAPE

This is a landscape layout overview for brand and product KV.

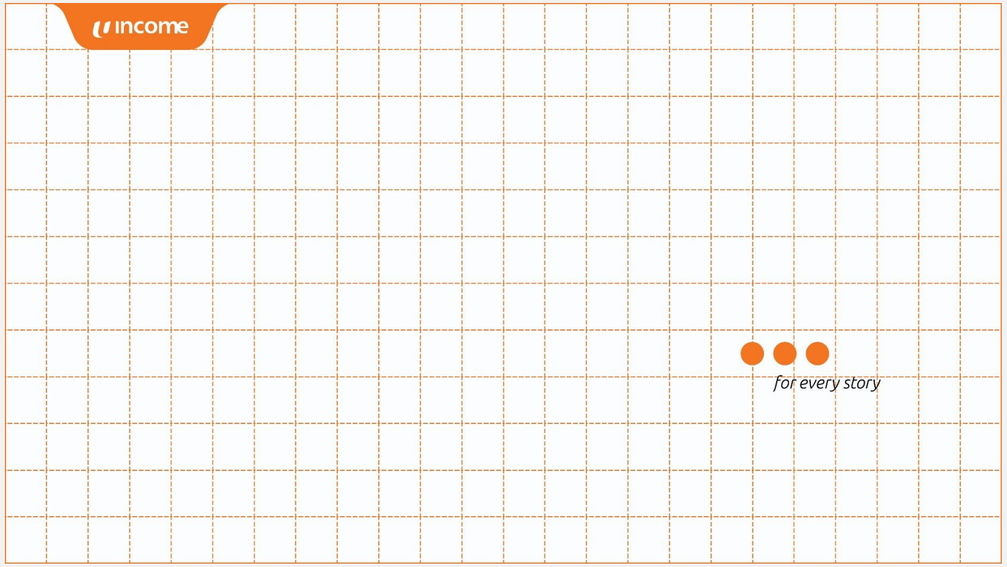
For brand and corporate communications, we recommend that the size of the ellipsis be ¾ (75%) of the Income tab height.

For product campaign, digital banner and space-restricted media, we recommend that the size of the ellipsis be ½ (50%) of the Income tab height.

Brand and corporate



Product, digital banner and space-restricted media

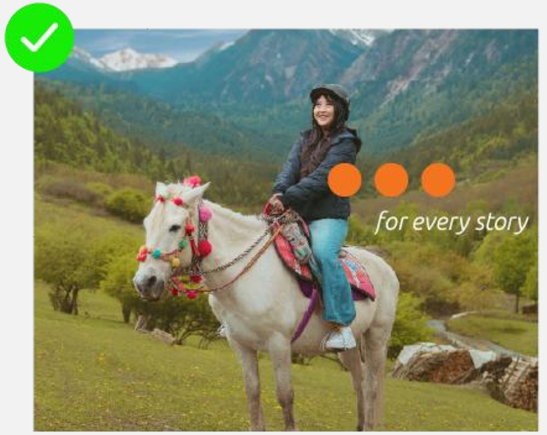


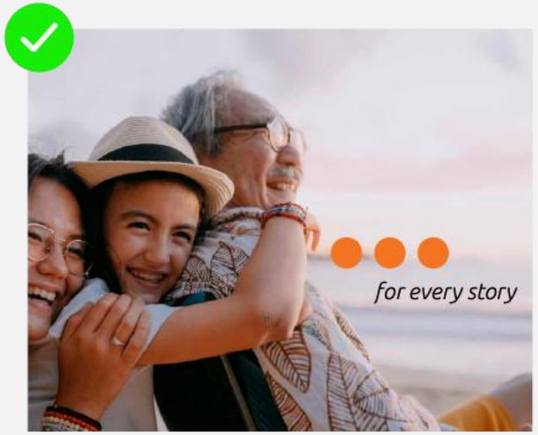
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2.2.5
ELLIPSIS AND TAGLINE
PLACEMENT

The ellipsis and tagline should always be placed near the featured talent as much as possible.

This lends a personal meaning to the tagline as a continuation of the story.





The ellipsis and tagline should always be placed near the featured talent as much as possible.



Do not place the ellipsis and tagline on other non-related talent.



Do not use the ellipsis and tagline with inanimate objects in the visual

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2.2.6
ELLIPSIS AND TAGLINE
ALTERNATE VARIANTS

To ensure brand integrity, it is important to always use the ellipsis and tagline 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.

Always use the master version whenever possible.



To use this version when the background is orange.



To use this version when the background is black or dark tone.

For black and white print



Only use this version when the background is white or light tone.



Only use this version when the background is black or dark tone.

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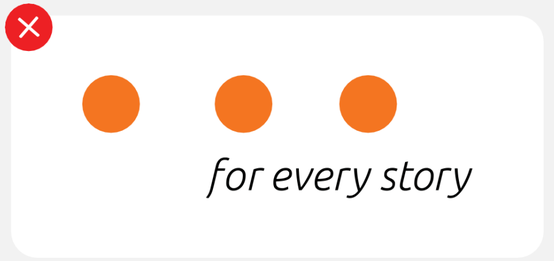
2.2.7
ELLIPSIS AND TAGLINE
USAGE NOT ALLOWED

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

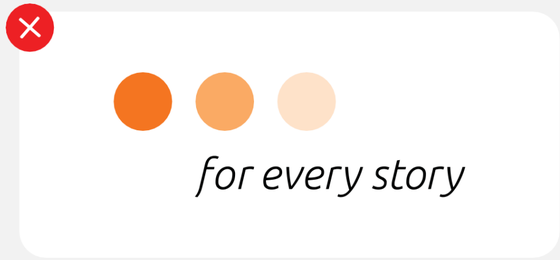
Illustrated here are a number of ellipsis and tagline applications that are not allowed due to their dilution of our logo's presence and visibility.



Do not enlarge or modify the ellipsis and tagline.



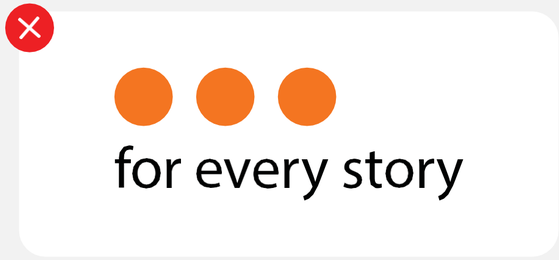
Do not change the shape or spacing of the ellipsis



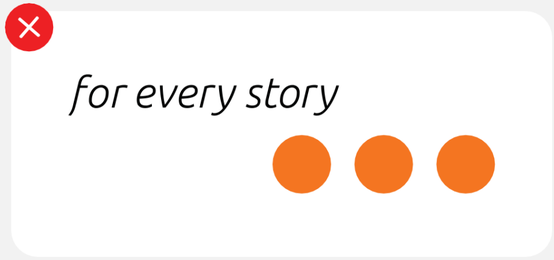
Do not change the tone of the ellipsis



Do not change the colour of the ellipsis



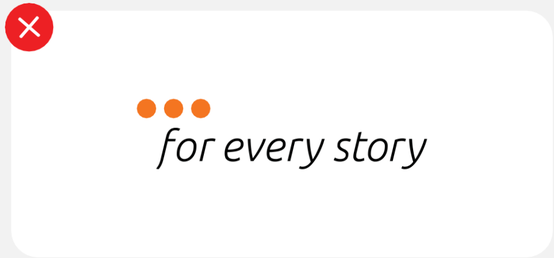
Do not change the font of the tagline



Do not change the orientation of the ellipsis and tagline



Do not adjust the spacing between ellipsis and tagline



Do not adjust the size of the combination

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2.2.8 **ELLIPSIS** USAGE ON TEXT

The ellipsis can be used independently from the tagline. It may also be incorporated into a sentence as a dramatic punctuation mark to emphasise the continuation of a story or thought.

When applying the ellipsis within text, its size is based on the text size. As a guide, use **¼ X of the font's cap height** to determine the ellipsis size, ensuring it remains visually balanced and consistent across applications.



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2.3.1 ELLIPSIS AND CHINESE TAGLINE (守护每个故事) MASTER VERSION

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

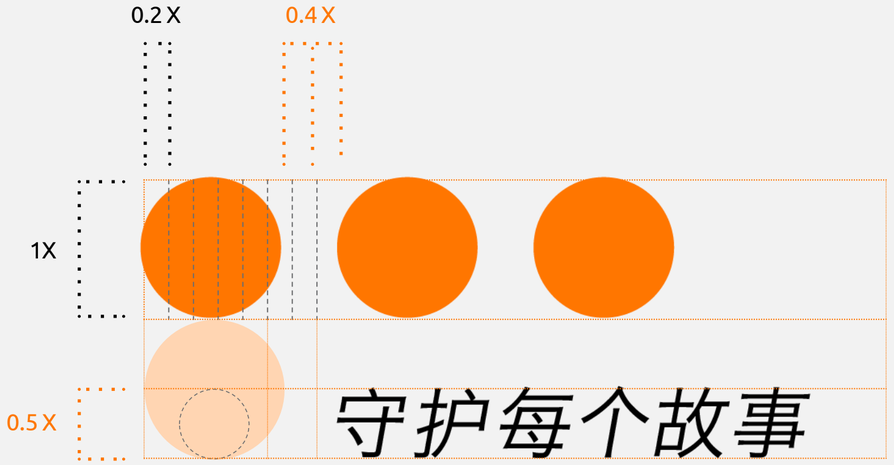
The ellipsis is a new visual device that accompanies the new Chinese tagline.

They should always appear together.

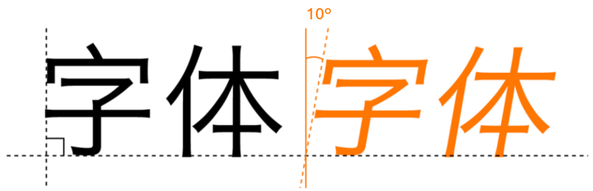
An exception will be when the tagline appears with the Income logo, without the tab and ellipsis.

This master version should always be the first option to be used — unless the channel suggests otherwise.





The Chinese tagline adopts an italicised style. Since an italic font is not available in 冬青黑体 简体中文, please apply a **10° shear angle** to create the italic treatment, and keep this consistent throughout.



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2.3.2 ELLIPSIS AND CHINESE TAGLINE ALTERNATE VARIANTS

To ensure brand integrity, it is important to always use the ellipsis and tagline 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.

Always use the master version whenever possible.



To use this version when the background is orange.

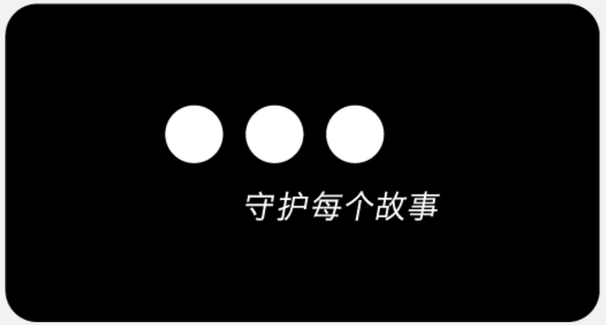


To use this version when the background is black or dark tone.

For black and white print



Only use this version when the background is white or light tone.



Only use this version when the background is black or dark tone.

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2.4.1 INCOME LOGO WITH TAGLINE *(for every story)*

The Income logo with tagline is used only on certain media placements, such as at the end frame of brand, corporate and social films. The Income logo should not appear inside the Income tab.

Grid



Master Version





To use this version as priority choice for stronger branding cue

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2.4.2 INCOME LOGO WITH 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).

Full colour



Use this version when the background is white or light tone

Full colour



Only use this version when the background is black and dark tone.

For black and white



Only use this version when the background is white or light tone.



Only use this version when the background is black or dark tone.

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2.4.3 INCOME LOGO WITH TAGLINE SECONDARY VERSION

Always prioritise the use of **master version** of the Income logo with tagline.

The **secondary version with tagline** should only be used in space-constrained media placements, such as end frames for brand, corporate, or social banners—for example, **320 × 50 px** or **728 × 90 px** formats.

Grid



Secondary version



Social end frame

320 x 50px



728 x 90px



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2.5.1 INCOME LOGO WITH CHINESE TAGLINE (守护每个故事)

The Income logo with tagline is used only on certain media placements, such as at the end frame of brand, corporate and social films. The Income logo should not appear inside the Income tab.



Grid



Master version



Film End frame



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3. Brand Typography

Page	Section	
31	3.1	**Primary Typography**
32	3.2	**Secondary Typography**
33	3.3	**Simplified Mandarin**
34	3.4	**Bahasa Melayu**
35	3.5	**Tamil**
36	3.6	**Thematic Font**

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3.1 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).

Usage of the typeface should be limited to the two weights per format to avoid the layout overly cluttered.

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

Ubuntu font pack is available on Google Fonts.

We use
Ubuntu Light
Ubuntu Regular,
Ubuntu Bold
for our communication

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

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3.2 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 Marketing Team for clarification.

This is Calibri

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

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3.3
FONT
SIMPLIFIED MANDARIN

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 Marketing Team for clarification.

这是冬青黑体简体中文

汉体书写信息技术标准相
容档案下载使用届面简单
支暖服务升级资讯专业制
作创意空间快速无线上网
零一二三四五六七八九十

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3.4
FONT
BAHASA

Income’s Bahasa Melayu typeface is Ubuntu. It should be the primary Bahasa Melayu typeface for all marketing communications.

If in doubt, please reach out to the Brand Marketing Team for clarification.

This is Ubuntu

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

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3.5 **FONT** TAMIL

Income’s Tamil typeface is Tamil MN. It should be the primary Tamil typeface for all marketing communications.

If in doubt, please reach out to the Brand Marketing Team for clarification.

இது தமிழ் எம்.என்

அஆஈஉஊஎஏஐ
ஒஓஔஃ கஙசஜஞட
ணதநனபமயரறல
ளழவஷஸஹ கஉ
ஈசூடுகூஎஅகூயாகூ

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3.6
FONT
THEMATIC FONT

Depending on the creative concept of the campaign, other typefaces that match the mood of the idea are allowed, subject to approval.

If in doubt, please reach out to the Brand Marketing Team for clarification.









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4. Brand Colours

Page	Section	
38	4.1	**Primary Colour**
39	4.2	**Secondary Colours**

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4.1 PRIMARY COLOUR

Physically, orange represents a perfectly vibrant partner to the relatively muted and subtle secondary colours. 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**

4.2 SECONDARY COLOURS

Secondary colours are complementary to the primary colour and can be used to highlight details aiding the communications. These colours should not be used to replace the primary colour, nor should they dominate any piece of visual communication.

They should be used sparingly to accent infographics or graphs. The colours featured here should only be used as a reference. Always refer to the PANTONE chips for exact hue.

Income Grey

Pantone	**424C**
CMYK	**0, 0, 0, 70**
RGB	**108, 111, 112**
HEX	**#6C6F70**

Income Blue

Pantone	**285C**
CMYK	**80, 40, 0, 0**
RGB	**0, 135, 226**
HEX	**#0087E2**

Income Off-white

Pantone	**5% 1505C**
CMYK	**0, 3, 2, 0**
RGB	**253, 246, 243**
HEX	**#FDF6F3**

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5. Brand Iconography

Page	Section	
41	5.1.1	**Iconography Introduction**
42	5.1.2	Usage Not Allowed

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5.1.1
BRAND ICONOGRAPHY
INTRODUCTION

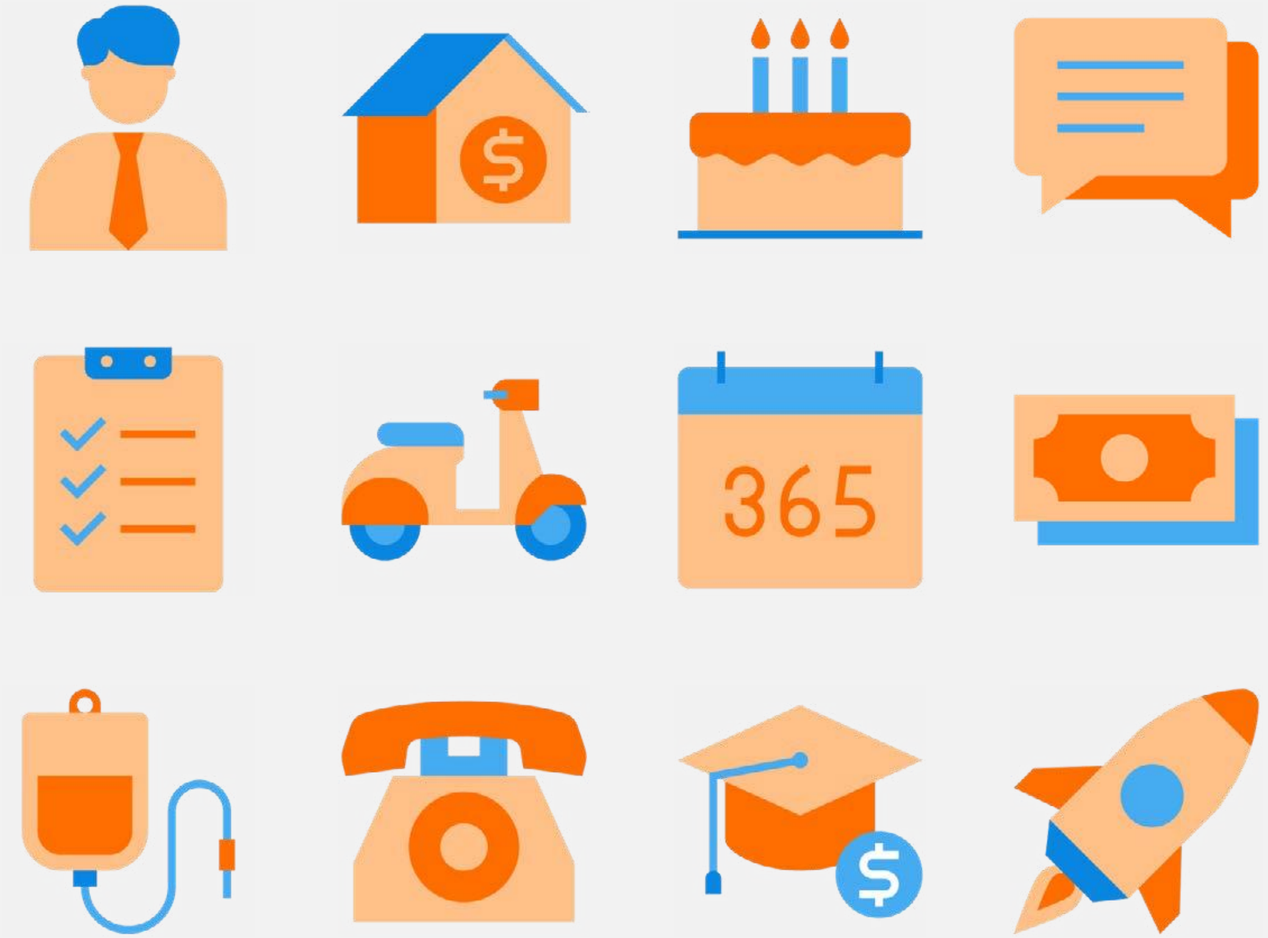
Icons are graphic symbols intended to represent information, ideas, or objects, often taking precedence over written words. Besides clarifying our services, icons serve as valuable tools for effective communication.

Our icons are always presented in their purest form, without any clutter or combinations that could compromise style or readability.

An icon pack in white is available for use when applying icons against a darker background.

The icons can be downloaded at
income365.sharepoint.com/sites/marketing_portal

If in doubt, please reach out to the Brand Marketing Team for clarification.



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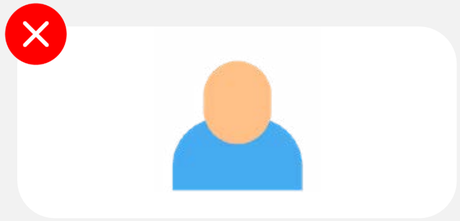
5.1.2
BRAND ICONOGRAPHY
USAGE NOT ALLOWED

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

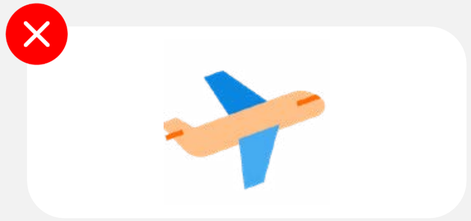
Illustrated here are a number of iconography applications that are not allowed.



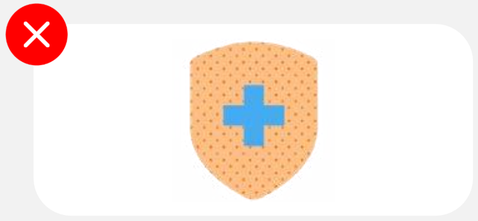
Do not stretch or distort the icons.



Do not move any elements of the icons.



Do not use gradient effects.



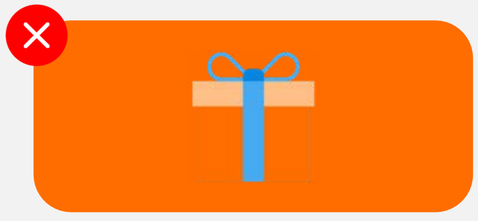
Do not use patterns or imagery on icons.



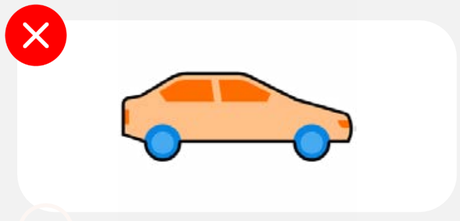
Do not apply any digital effects.



Do not recolour the icons.



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



Do not create a keyline around the icons.



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

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