



# BADGE GUIDE



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## Champions of Good 2020

Congratulations on being conferred Champions of Good 2020.

We celebrate your achievements and relentless pursuit of putting purpose at the core of your organisation, for tapping on what you do best for others, and for reaching out not just to those who need it, but to partners and collaborators to work together.

Many of you have had to build your giving up from scratch, convincing colleagues and bosses to do what is right for the larger community, whereas others juggle this with your day-to-day work.

While many organisations understand the power of working together for profit, few seize the value of harnessing their influence for a bigger purpose of doing Good.

The Champions of Good 2020 Badge is created to celebrate and honour your purposeful work – and to remind you that being a Champion of Good means your work is just getting started.

Like the badge we've provided, we hope you wear your commitment to doing good on your sleeve and share it with others.

Together, let's build a City of Good.

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## Champions of Good 2020 Badge

The Champions of Good 2020 Badge Guide is to govern the use and display of the Badge in all corporate, marketing assets, collaterals and display at office premises.

Recipients of Champions of Good 2020 may only use the Badge for the year they were conferred the award.

Repeat recipients of Champions of Good are recommended to use the Champions of Good Badge in chronological order.



# Champions of Good 2020 Badge

## CLEAR ZONE

The Clear Space is an invisible boundary space set around the logo. No other visual element can come into this space.

The distance between the logo and the boundary line of the Clear Space is equal to the height of the alphabet letter "C" of the COG Community logo.



## MINIMUM SIZE

The Minimum Size set is designed to maintain its legibility. Do not reproduce the logo any smaller than what is shown here.



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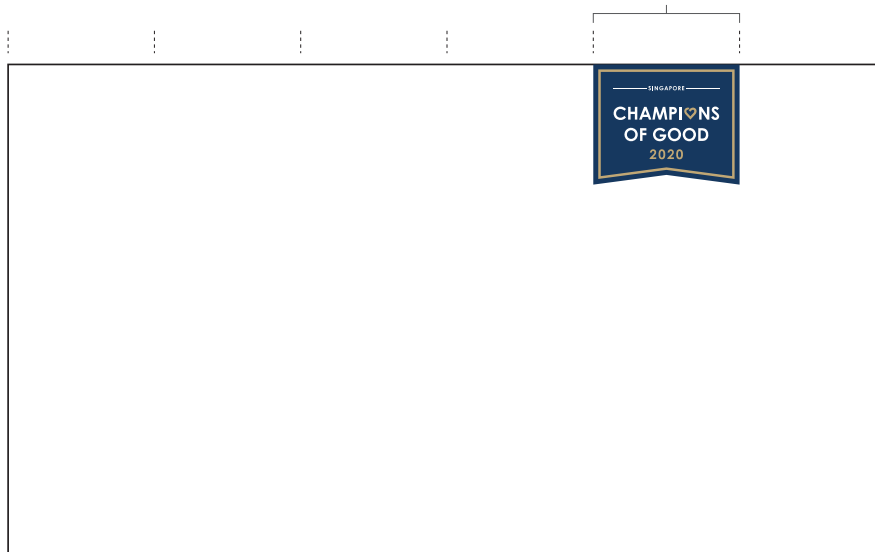
# Champions of Good 2020 Badge

## MAXIMUM SIZE

In order to maintain consistent Champions of Good branding across all collaterals, do not apply the logo larger than the maximum size.

However, depending on circumstances, the logo can be as big as the medium so long as it adheres to the clear zone. If such situations arise, the Badge application will be subjected to Champions of Good secretariat's approval.

Maximum width applications -  
1/6 longest edge  
of medium



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## Colour Palette | Primary - GOLD

The Pantone gold spot colour may be used on collaterals, such as premiums or special printing materials other than paper. For normal printing, the Pantone gold is recommended for use on the Champions of Good Badge.



For normal printing or if the Pantone swatch is unavailable, the process gold colour should be used.



Hot foil stamping in gold may also be used on premiums or special printing materials if the Pantone swatch is unavailable.



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## Badge | Variations

For black and white printing, the 1c black Badge may be used.



The full white version of the Badge may be used on black and white printing or on dark backgrounds.





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## Badge | Background

The full colour Badge should be placed on a white or light background with minimal pattern. When placed over a pattern or image, the background should be kept under 30% opacity to ensure clarity of the Badge.

Do not place the full colour Badge over a dark background or a background with a similar colour.



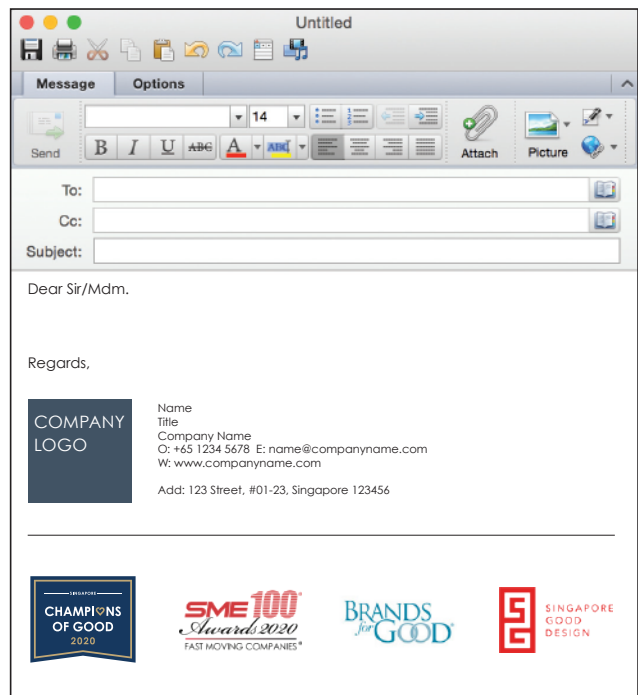
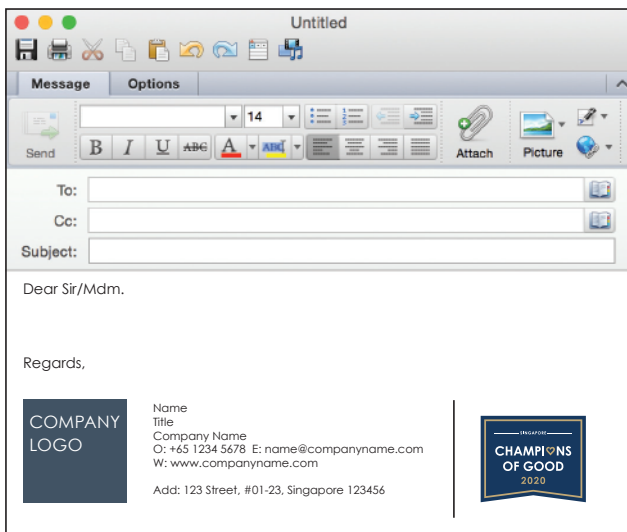
## Badge Application | Email Signature

The Champions of Good Badge may be used on Champions of Good recipients' email signature with the year they were conferred the award.

Organisations are to hyperlink the Champions of Good 2020 Badge to <https://www.companyofgood.sg/champions-of-good>.

Minimum width: 110px

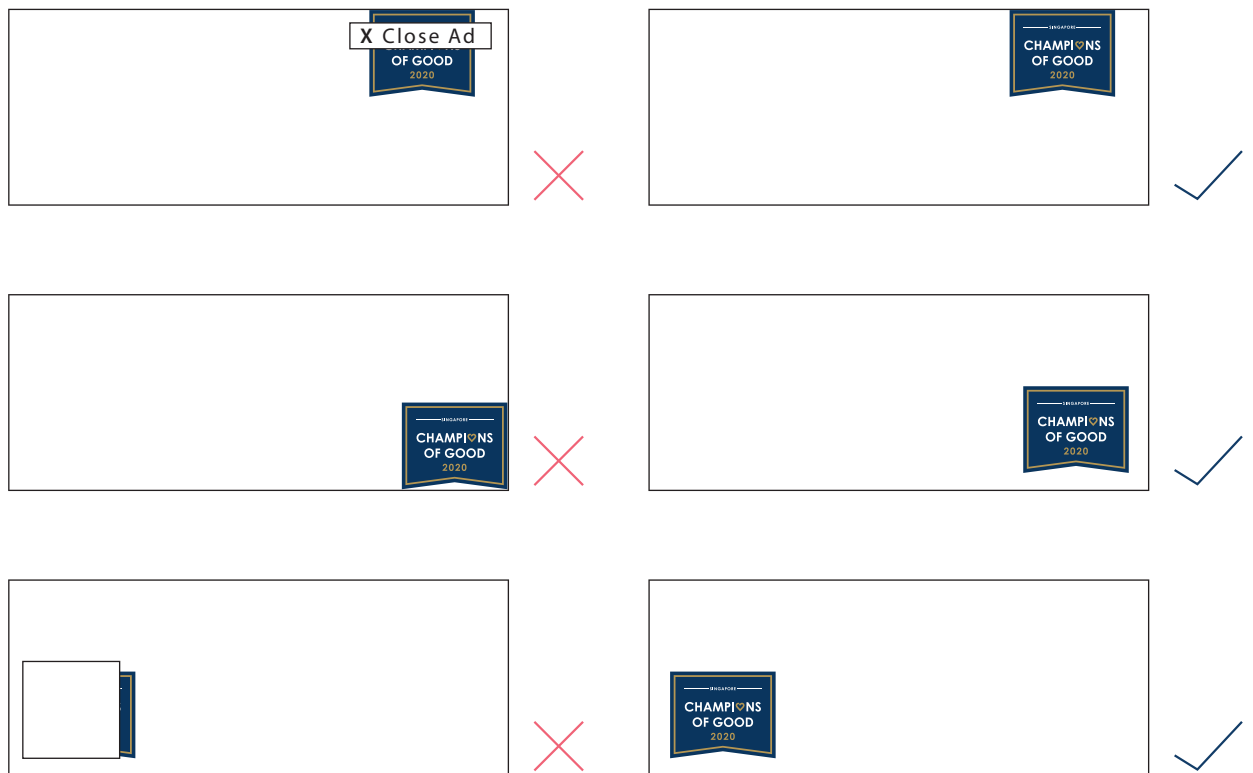
Maximum width: 320px



## Badge Application | Digital

The Champions of Good Badge should be placed on the right of the artwork, either bled from the top edge or at the bottom corner with the minimum Clear Zone. However, if the right side is not available, the Badge can be placed freely but needs to be kept at the minimum width with the minimum Clear Zone to ensure its clarity.

Minimum width: 110px  
Maximum width: 320px



## Badge Application | Namecard

The Champions of Good Badge may be used on Champions of Good recipients' namecards with the year they were conferred the award.

Minimum width: 20mm  
Maximum width: 30mm



### HORIZONTAL NAMECARD



# Badge Application | Namecard

## VERTICAL NAMECARD


COMPANY LOGO

Name  
Title

O: +65 1234 5678  
E: name@companyname.com

www.companyname.com

123 Street, #01-23,  
Singapore 123456



COMPANY LOGO

Name  
Title

O: +65 1234 5678  
E: name@companyname.com

www.companyname.com

123 Street, #01-23,  
Singapore 123456



COMPANY LOGO

Name  
Title

O: +65 1234 5678  
E: name@companyname.com

www.companyname.com

123 Street, #01-23,  
Singapore 123456



COMPANY LOGO

Name  
Title

O: +65 1234 5678  
E: name@companyname.com

www.companyname.com

123 Street, #01-23,  
Singapore 123456

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## Conditions of Use | Champions of Good Badge

1. Only organisations who were conferred as Champions of Good 2020 may use the Champions of Good 2020 Badge in the respective corporate marketing assets and collaterals.
2. Any artwork bearing the Badge must comply with the Champions of Good 2020 Badge Guidelines. A high-resolution Champions of Good 2020 Badge can be downloaded from <https://www.companyofgood.sg/champions-of-good>.
3. Organisations are to share the artwork (electronic and/or printed copies) with the Champions of Good secretariat upon production, publication or dissemination (both online and offline) to [secretariat@companyofgood.sg](mailto:secretariat@companyofgood.sg), with the following email subject header:  
"Champions Of Good Badge Artwork - *\*Insert Organisation's Name\**"

Company of Good reserves the right in its sole discretion to deny or modify permission to display the logo, and may request organisations to modify or delete any of the Champions of Good 2020 Badge that

- (i) does not comply with these guidelines; and/or
- (ii) misrepresent the brand/spirit of Champions of Good; and/or
- (iii) violates law and regulations

**THE END**